



# USDA Weekly Retail Turkey Feature Activity

Fri. Apr 21, 2006

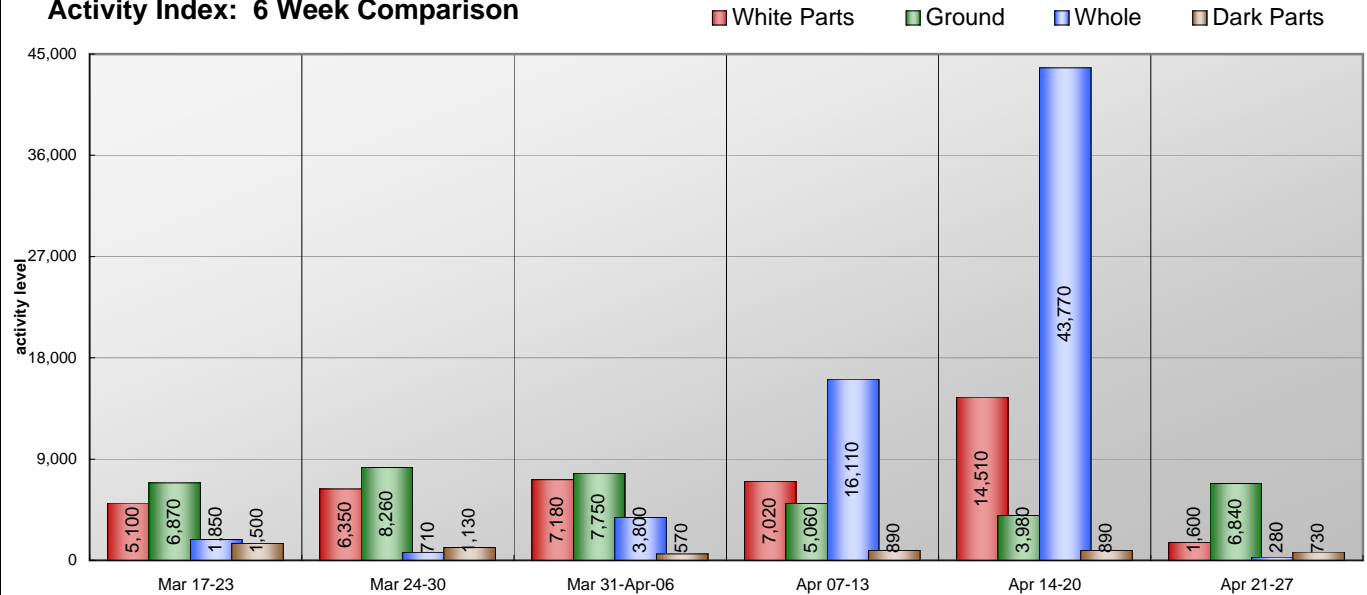
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/21 thru 04/27.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>39.7% of 17,000 outlets</b>		<b>89.2% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>8.2%</b>		<b>3.7%</b>	
<b>Activity Index 2/</b>	<b>9,450</b>		<b>63,150</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>				
Fresh - Hens	140	1.07	15,200	1.13
" - Toms	140	1.10	11,980	1.14
Frozen - Hens			8,590	0.86
" - Toms			8,000	0.86
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh			4,770	1.97
Frozen	410	1.90	4,940	1.39
<b>Hotel Style</b>				
Fresh			10	1.99
Frozen			880	1.79
<b>Split, bone-in</b>				
Fresh	200	2.49	40	2.59
Rotisserie	290	6.65	2,650	7.22
<b>Boneless, whole</b>				
Cutlets	570	4.00	530	3.89
Strips	40	4.49	320	3.99
Tenders	90	4.08	320	3.99
<b>Drumsticks</b>				
Thighs	290	0.95	430	1.19
Wings	120	1.49		
Necks	250	0.81	430	1.19
Smoked Drumsticks	40	0.69		
Smoked Wings			30	1.39
Smoked Necks	30	1.39		
<b>GROUND TURKEY:</b>				
Patties	<b>6,840</b>	<b>2.50</b>	<b>3,980</b>	<b>2.68</b>
Sausage	1,550	2.66	160	2.84
85% lean	300	2.32	1,800	2.44
93% lean	1,950	1.91	180	1.83
Breast	2,290	2.52	1,100	2.32
	750	3.65	740	3.94

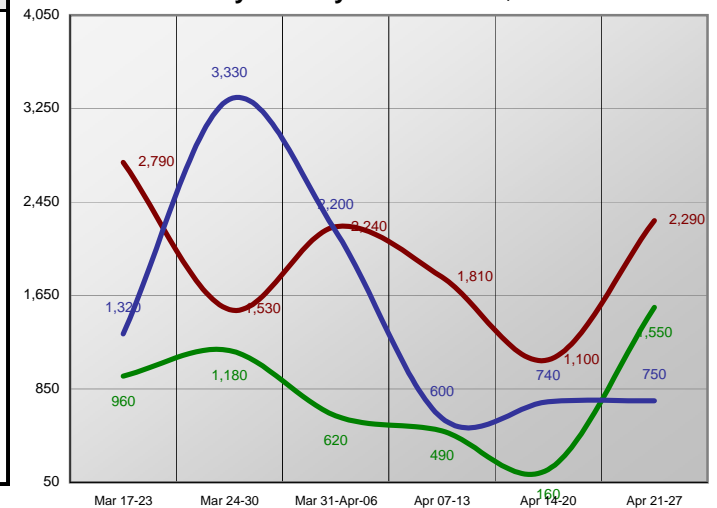
### Activity Index: 6 Week Comparison



### Turkey Featuring - 04/21 thru 04/27

The volume of turkey features in post-holiday ads drops sharply from last weeks volume. Whole bird and parts available this week are limited with all classes showing few choices for consumers. The exception is cutlets which show a marginal increase over the previous period on price and volume. Ground turkey returns to the forefront of featured items with pricing lower in most cases. Warmer weather, longer days, and the start of grilling season should increase offerings of ground items available to consumers.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



# USDA Weekly Retail Turkey Feature Activity

Fri. Apr 21, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/21 thru 04/27.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	43.4% of 7,900 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 5,790			29.7% of 5,200 sampled outlets 6.8% of stores w/ no-price promotions Activity Index = 1,910			45.5% of 3,900 sampled outlets 16.1% of stores w/ no-price promotions Activity Index = 1,750		
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.99 - 1.09	120	1.08	0.99	20	0.99			
" - Toms	1.09	110	1.09	0.99	20	0.99	1.39	10	1.39
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.69 - 2.29	310	2.00	1.49 - 1.69	90	1.61	1.59	10	1.59
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.49	200	2.49						
Rotisserie	4.29 - 7.99	290	6.65						
Boneless, whole									
Cutlets	3.00 - 4.49	570	4.00						
Strips	4.49	40	4.49						
Tenders	3.99 - 4.49	80	4.21	2.99	10	2.99			
Drumsticks	0.69 - 1.29	190	0.74	1.29 - 1.58	90	1.35	1.39	10	1.39
Thighs	1.29	20	1.29	1.29 - 1.79	90	1.50	1.79	10	1.79
Wings	0.49 - 1.29	160	0.75	0.49 - 1.29	90	0.91			
Necks	0.69		0.69	0.69	40	0.69			
Smoked Drumsticks									
Smoked Wings	1.39	30	1.39						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 3.49	1,090	2.79	1.99 - 2.99	440	2.32	2.99	20	2.99
Sausage	1.99 - 2.75	180	2.27				2.40	120	2.40
85% lean	0.99 - 2.07	530	1.94	0.99 - 2.40	600	1.78	0.99 - 3.19	820	2.00
93% lean	1.92 - 2.63	1,180	2.31	2.08 - 3.19	360	2.62	2.39 - 3.40	750	2.82
Breast	2.99 - 3.99	690	3.69	2.99 - 3.48	60	3.21			

Note: See page 1 for explanatory notes.